

# SenSen Networks Ltd

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## SenSen Networks completes deployment of road safety cameras in NSW

SenSen Networks Ltd (ASX:SNS) has completed the deployment of road safety cameras in NSW after receiving orders worth approximately \$614,000 for the 2020 financial year from Transport for NSW (TfNSW).

These cameras are powered by SenSen's AI software to measure and enforce vehicle average speeds between designated locations.

TfNSW has been a Smart City customer of SenSen since 2011 and leads the development of safe, integrated and efficient transport systems for the people of NSW.

The new SenSPEED 3.0 ANPR camera and software solution developed over the last 12 months has met the high standards set by TfNSW for speed measurement and enforcement purposes, aimed at increasing the compliance of motorists and ultimately saving lives.

It was gazetted by the NSW Minister for Transport and Roads on December 11, 2019, allowing the SenSPEED 3.0 ANPR camera and software solution to be legally used as an average speed monitoring and speed enforcement camera within the state.

### "Testament to versatility"

SenSen chief executive officer Subhash Challa said: "This is a testament to the technical leadership and versatility of SenSen's solutions as it involved extensive 24/7 testing of the system and monitoring vehicles travelling at varying speeds on NSW country roads by an independent agency approved by TfNSW.

"Additionally, the system is required to meet a level of accuracy and generate quality of evidence images sufficient to provide indisputable evidence in court proceedings.

"Successful completion of the testing and gazettal is an important milestone for SenSen as it opens the door to offer the solution for further rollouts of average speed enforcement systems within NSW and also assists in securing similar approvals in other states in Australia and globally."

Shares have maintained their recent upward trend, rising more than 4% to 11.5 cents, and since the close on March 24 have more than doubled from 5.5 cents.

### Road safety technologies

SenSen has been investing into life-saving road safety technology and product development, including solutions that detect dangerous driver behaviours like talking, texting while using smartphones and eating with both hands while driving, as well as driving without wearing seatbelts.

**Price:** 0.2

**Market Cap:** \$103.63 m

#### 1 Year Share Price Graph



March 2020 September 2020 March 2021

#### Share Information

**Code:** SNS

**Listing:** ASX

**52 week High Low**  
0.25 0.055

**Sector:** Software & services

**Website:** [www.sensennetworks.com](http://www.sensennetworks.com)

#### Company Synopsis:

*SenSen Networks Ltd (ASX:SNS) is focused principally on the development, commercialisation and supply of innovative, data-driven business process enhancement solutions. These are designed to assist customers in their business operations and significantly improve business efficiency and productivity.*

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This technology is particularly challenging as it needs to capture indisputable evidence related to dangerous driver behaviour when vehicles are travelling at very high speeds (up to 180km/h) on roads 24/7 in all kinds of weather and lighting conditions.

Overcoming these challenges, SenSen has completed the development of the technology that combines high-resolution, high-sensitivity machine vision cameras with SenSen's novel deep AI technology.

The system is able to 'see-through' windshields in pitch dark conditions and in the presence of sun glare and associated reflections, allowing automated detection of dangerous driver behaviour and capture legally enforceable evidence images to prosecute offenders.

Traffic and Main Roads (TMR) Queensland invited SenSen to participate in a paid driver distraction detection trial in February 2020, after a rigorous request for information (RFI) tendering process.

Participants in the trial have been informed that the project is temporarily suspended due to COVID-19 related restrictions and that on-road trials for both mobile/portable and fixed gantry-mounted solutions will resume as soon as restrictions are lifted.

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